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OPERATIONS COORDINATING BOARD  
Washington 25, D.C.

June 18, 1957

MEMORANDUM OF MEETING: Working Group - Committee on Broadcasting and Television (COBAT)

29th meeting held 2:30 P.M. June 14, 1957  
Conference Room #148 E.O.B.

Working Group Members Present:

USIA - Mr. Robert E. Button, Chairman  
State - Mr. William A. McFadden  
ICA - Mr. Gerald Winfield  
CIA - Representative present  
Defense - absent  
OCB Staff - Mr. Leslie S. Brady  
Mrs. Marjorie Denny

*USIA  
State*

1. COBAT met to analyze the Soviet challenge to the U.S. on a TV exchange. While this matter is already under consideration by the Special Committee on Soviet and Related Problems, COBAT's terms of reference state it will

"Develop proposals for inter-governmental and private cooperation in the development and exchange of program materials and other information in this general field."

The Chairman therefore requested COBAT to endeavor to develop specific proposals which might be added to a future offer for TV exchange with the Russians.

The State Department representative explained that the Special Committee on Soviet and Related Problems was now engaged in going over the seventeen point program put forward by the Western Foreign Ministers at Geneva in October 1955. This committee will then follow-up for a joint US-UK-French approach to the Soviets.

Meanwhile, among the suggestions which COBAT might develop for later consideration were the following:

- Button's idea*
- a. The Ted Granik program "Youth Wants to Know" might be produced with young Americans asking questions of some prominent Russian. It is understood that Mr. Granik has already approached the Russians with this proposal, which might be a good one in view of the fact that the youth of Russia are now asking some questions themselves.
- NBC*

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- Button  
Suggestion*
- b. The Vice President might do an interview with Russian correspondents here in Washington.
  - c. Amerika Illustrated might be turned into a fifteen-minute TV program, put on in advance of its release each month.
  - d. The U.S. Government might invite the Russians to interview a VOA official.
  - e. An interview might be set up with a defector and a redefector.
  - f. The program "Face the Nation" might be done with a half-dozen prominent business men answering questions put by the Russians.
- MM*

These and other suggestions will be written up by Mr. Button's staff and circulated before the next meeting.

The CIA representative suggested that these programming ideas might more properly be submitted by the chief of VOA rather than by COBAT. The CIA representative also emphasized the view that action on the TV exchange proposal belonged in the Special Committee on Soviet and Related Problems, and added that in view of the fact that the proposal was related to international broadcasting, it might also be of interest to the Committee on Radio Broadcasting Policy.

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2. The ICA representative reported on the status of the communications projects for Libya, Vietnam, and Ethiopia.

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4. The next meeting will be at the call of the Chairman. The agenda will include a report by Mr. Frederick Long on the recent meeting of the European Broadcasting Union held at Vienna.

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*Leslie S. Brady*  
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Alternate Staff Representative